

Wheaton Park District

Lincoln Marsh Natural Area Environmental Education



2016 Annual Report

Deb Ditchman, Environmental Education Supervisor

Summary

Lincoln Marsh Natural Area is 151 acres comprised of woodlands, marshes, and prairies and is highly valued for recreation, education, and environmental reasons. The Lincoln Marsh annually provides thousands of visitors with many outdoor activities including bird-watching, picnics, adventure programs, environmental education and nature interpretation programs, and challenge course programs. Its two miles of trails connect with the Illinois Prairie Path and make it an ideal place to hike, snowshoe or cross-country ski.

Lincoln Marsh Natural Area through Environmental Education hosts over 7,000 people annually including individuals, families, community groups, and schools. In addition to the programs offered through the Lincoln Marsh, two special events were hosted this year. The Annual Fish-O-Rama held in cooperation with Kiwanis Club of Wheaton, which turned 26 in 2016, drew 203 people the Saturday before Father's Day. New this year was the Father/Son picnic, a collaboration between the Lincoln Marsh and the Recreation Department. Nineteen fathers brought out their sons for an afternoon filled with fun and games at Northside Park.

The Environmental Education division of Lincoln Marsh provides environmental education programs. These programs incorporate hands-on activities to promote interaction with and appreciation of the natural world through discovery and exploration. Whether participants are searching for life in the dirt or marveling at magnificent fliers in the sky, they are sure to pique their curiosity about all things wild and crave more. The types of environmental education programs offered are as follows: park district brochure programs for individuals and families, birthday party packages for kids ages 4 and up, educational programs that support Illinois State Learning Standards for children ages preschool through 5th grade done in the field or in the classroom, badge programs for Girl and Cub Scouts that fulfill many of the badge requirements, and nature day camps for children ages 18 months through 5th grade.

The following report presents you with an opportunity to review the summary of accomplishments in environmental education for 2016.



Lincoln Marsh Environmental Education 2016 Annual Report

Total Programs

Type of Program	2015		2016			
	Programs	Participants	Programs	Participants	% Change Programs	% Change Participants
Scout Programs	43	574	51	611	19%	6%
Field Trips	95	2,243	160	3,237	68%	44%
Brochure Programs	175	1,608	184	1,621	5%	1%
Nature Camps	21	208	25	271	19%	30%
Outreach Programs	90	2,071	66	1,318	-27%	-36%
Total	424	6,704	486	7,058	15%	5%

Financial Summary - Total Programs

		Budgeted	Actual
FY 2015	Net	\$21,500.05	\$31,810.88
	% Profit	44%	58%
FY 2016	Revenue	\$59,448.75	\$63,121.28
	Wages	\$29,202.97	\$22,659.35
	Contractual	\$1,584.00	\$414.00
	Supplies	\$5,749.75	\$4,925.15
	Net	\$22,912.03	\$35,122.78
	% Profit	39%	56%

Percent Change in Net Revenue: +10%

<p>Green Text = exceeded revenue/did not exceed expense Red Text = did not exceed revenue/exceeded expense</p>

Budget Summary: Environmental Education programs saw a 56% profit in 2016. Actual net revenue exceeded the budgeted net revenue by 53%. This happened because budgeted revenues were almost met or exceeded in all areas except for outreach and brochure programs. Also overall expenses were lower than expected for the following reasons: wages and supplies decreased because fewer programs were offered and less money was paid out for contractual programs. Actual net revenue also increased from 2015 to 2016.

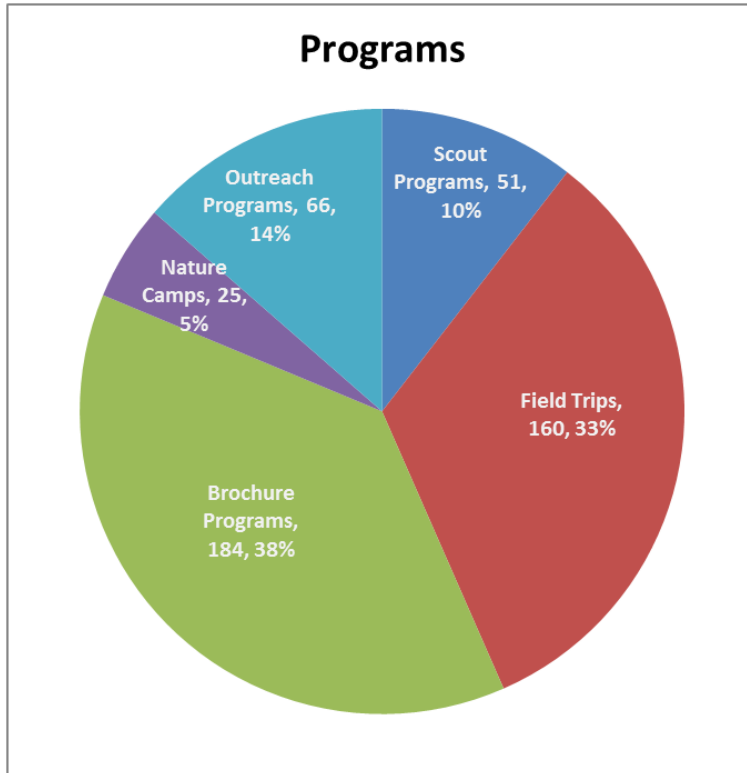
Environmental Education Cross-marketing and Training Highlights:

- In January, Lincoln Marsh supervisors attended the IPRA conference in Chicago.
- In January and November, Environmental Education staff participated in the New District 200 S.T.E.M. night at Hubble Middle School
- In March, staff participated in CPR/First Aid training and reviewed Wheaton Park District and Lincoln Marsh policies.
- In March, Environmental Education staff led a Camp Play Day at the Wheaton Public Library Children's Dept.
- In April, Environmental Education Supervisor and Lincoln Marsh Program Manager attended a workshop on Next Generation Science Standards at Crabtree Nature Center in Barrington.
- In April, Environmental Education Supervisor and Lincoln Marsh Program Manager attended the Midwest American Camp Association Conference in St. Charles.
- In April, Environmental Education staff attended the CUSD 200 Day of Play at Hubble Middle School.
- In April, Environmental Education staff attended Party for the Planet at Cosley Zoo.
- In May, Lincoln Marsh hosted two Week of the Young Child programs; a sensory hike and a wetlands exploration program.
- In May, Environmental Education staff attended the Carol Stream Park District's Day of Play event to promote summer programs and camps.
- In May, Summer Camp staff as well as the Environmental Education Supervisor and Lincoln Marsh Program Manager attended summer camp workshops presented by Michael Brandwien.
- In June, Environmental Education Supervisor and Lincoln Marsh Program Manager attended the Midwest Early Childhood Educator Symposium Second Nature: Reintroducing Children to the Outdoors at the Morton Arboretum.
- In June, Environmental Education staff attended the Taste of Wheaton event with an interactive display about Nature Play to promote programs and summer camps.
- In July, Lincoln Marsh sponsored Wheaton Park District's Monday Music in the Park program. A table was set up with marketing materials. Children were allowed to play with nature play materials and make a craft.

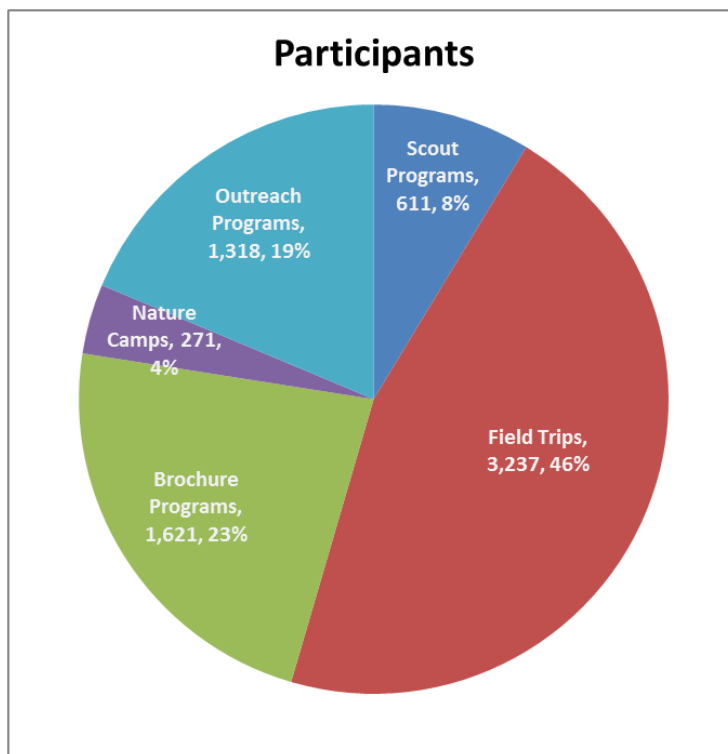


- In July, Lincoln Marsh hosted a Lunch and Learn geocaching program for the Health and Wellness Committee.
- In August, Environmental Education Supervisor attended a Back to School Fair hosted by Holy Cross Lutheran Church.
- In August, Environmental Education Supervisor and staff attended a Project WET training to become certified in this curriculum.
- In August, Lincoln Marsh co-hosted the Father/Son Picnic with the recreation staff at Northside Park.
- In September, Environmental Education staff and Supervisor attended a S.C.A.R.C.E. training hosted by the Green Team Charter about recycling and green practices.
- In October, Environmental Education staff attended Halloween Happenings at the Wheaton Park District Community Center with an interactive display about bats to promote programs.
- In October, the Environmental Education department partnered with the Wheaton Park District Green Team to provide children's activities and recycled crafts for the S.C.A.R.C.E. Green Fair.
- In November, Environmental Education Supervisor and Lincoln Marsh Program Manager attended at round table discussion hosted by Environmental Education Association of Illinois discussing marketing and grant opportunities.
- In November, Environmental Education Staff attended the Three Fires Council Boy Scout Fair/Training Academy at Marmion Academy to promote programs.

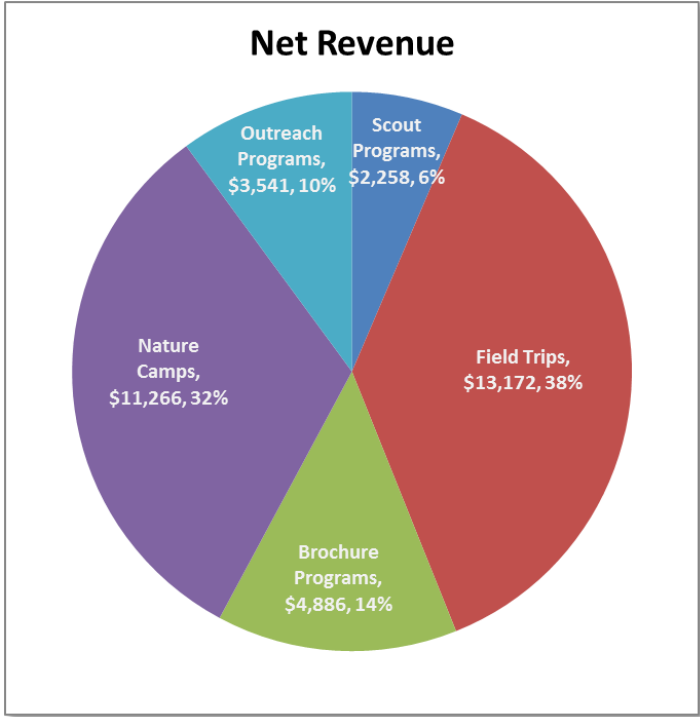




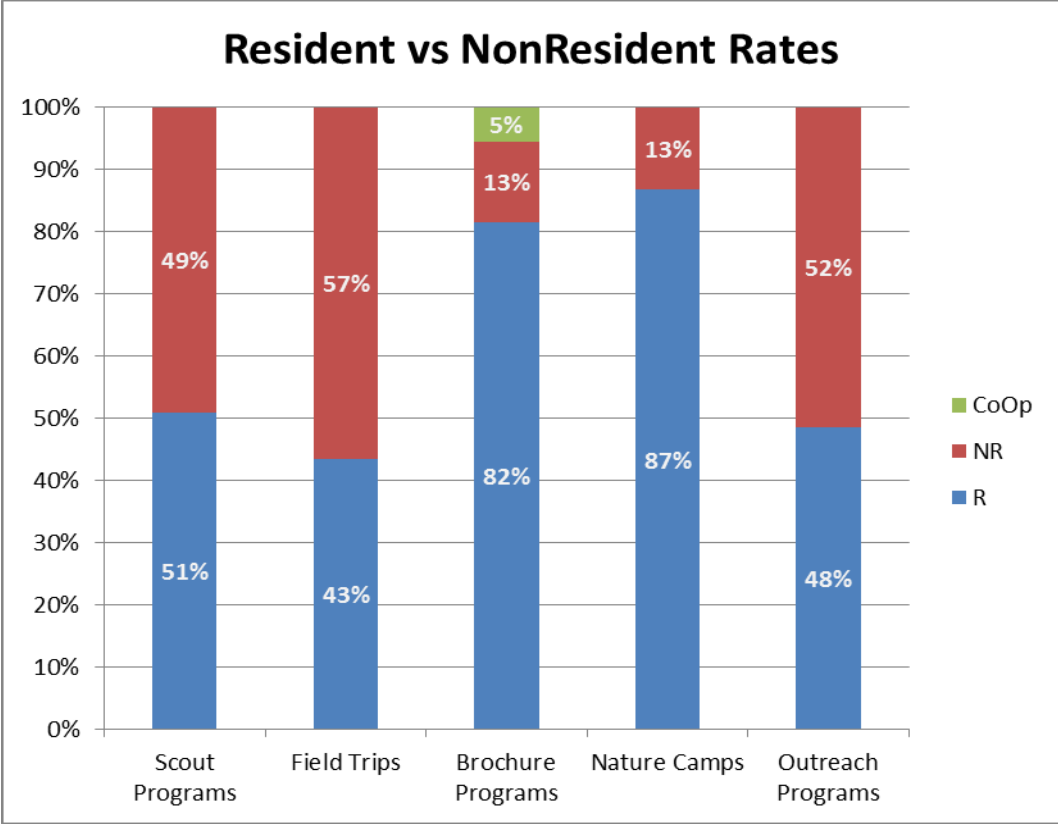
Environmental Education staff presented 486 programs, an increase of 15% from 2015.



Environmental Education staff presented programs to 7,058 participants, a 5% increase from 2015.



Environmental Education programs generated \$35,122.78 in net revenue, a 10% increase from 2015's net revenue of \$31,810.88.



This chart represents the ratio of residents to non-residents for all program areas.

Monthly Breakdown

The following pages provide further participation and program details *by month* and financial details *by year* for the above mentioned program categories.

Scout Programs

Month	2015		2016			
	Programs	Participants	Programs	Participants	Cancellations	Can. Rate
January	1	10	0	0	1	100%
February	3	32	2	19	0	0%
March	2	27	2	30	0	0%
April	7	95	10	123	0	0%
May	9	111	10	138	0	0%
June	1	10	2	24	0	0%
July	1	8	0	0	0	-
August	0	0	2	23	0	0%
September	0	0	7	85	2	22%
October	9	138	10	103	0	0%
November	7	105	2	18	2	50%
December	3	38	4	48	0	0%
Total	43	574	51	611	5	9%

Financial Summary (6609)

		Budgeted	Actual
FY 2015	Net Revenue	\$2,592.18	\$2,430.73
	% Profit	44%	56%
FY 2016	Revenue	\$4,451.00	\$4,893.50
	Wages	\$1,890.36	\$1,703.47
	Contractual	\$0	\$0
	Supplies	\$1,000.00	\$931.97
	Net Revenue	\$1,560.64	\$2,258.06
	% Profit	35%	46%

Percent Change in Net Revenue: -7%

Program summary:

These requested programs are offered for Girl Scouts and Cub Scouts to fulfill the requirements for badge completion. There are currently 16 options for Girl Scouts and 12 options for Cub Scouts as well as Nighttime Nature and Outdoor Adventure program options.

Analysis:

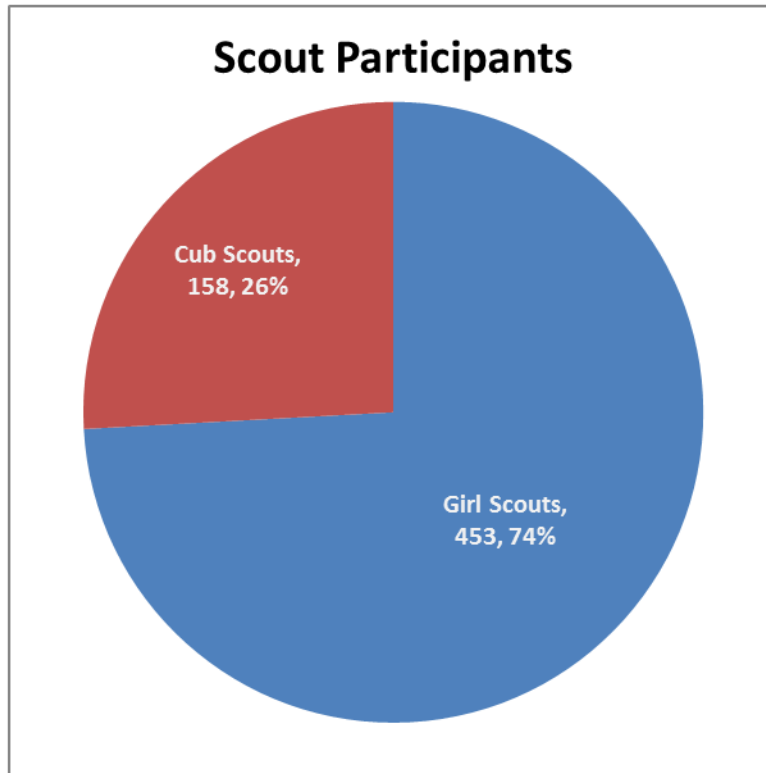
The number of scout programs presented as well as the number of participants has increased when compared to 2015. Even though net revenue was down 7% from last year, the actual net revenue of \$2,258.06 is higher than the budgeted net revenue of \$1,560.64 by \$697.42. All of the programs that cancelled were due to low enrollment in brochure scout programs. Of all the programs presented in 2016, 74% were to Girl Scout

troops. Cub Scout numbers are lower because in 2015, new Cub Scout standards were adopted and all of the programs we offered in the past had to be updated or replaced. In October of 2015, a the new Cub Scout brochure was mailed to all scout leaders to make them aware of the new programs and it has taken about a year for leaders to become aware of our new programs. This change significantly affected the number of Cub Scout programs requested this year and subsequently the number of participants.

These charts show which specific scout programs were presented in 2016.

Girl Scouts				
Program Title	Level	# Programs	# Participants	Total Fees
Mouse Walk	Daisies	0	0	\$0.00
Birdbath Award	Daisies	2	19	\$165.00
Wetland Wonders	Daisies	3	57	\$500.00
Earth & Sky	Daisies	0	0	\$0.00
Bugs Naturalist Badge	Brownies	4	52	\$398.50
Senses Activity Badge	Brownies	0	0	\$0.00
Hiker Activity Badge	Brownies	4	49	\$468.50
Wonders of Water	Brownies	0	0	\$0.00
Home Scientist Activity Badge	Brownies	6	67	\$491.50
Letterboxer Activity Badge	Brownies	4	64	\$491.00
Flowers Naturalist Badge	Juniors	2	19	\$152.00
Camper Activity Badge	Juniors	3	33	\$147.00
Geocacher Activity Badge	Juniors	4	53	\$414.50
Animal Habitats Activity Badge	Juniors	3	40	\$376.00
Trees Naturalist Badge	Cadettes	0	0	\$0.00
Night Owl Activity Badge	Cadettes	0	0	\$0.00
Other		0	0	\$0.00
Total		35	453	\$3,604.00

Cub Scouts				
Program Title	Level	# Programs	# Participants	Total Fees
Tigers in the Wild	Tigers	2	22	\$236.00
Sky is the Limit	Tigers	0	0	\$0.00
Paws on the Path	Wolves	0	0	\$0.00
Digging in the Past	Wolves	0	0	\$0.00
Finding Your Way	Wolves	1	10	\$82.50
A Bear Goes Fishing	Bears	1	10	\$95.00
Super Science	Bears	1	8	\$70.00
Fur, Feathers & Ferns	Bears	1	10	\$60.00
Castaway	Webelos	3	29	\$210.00
Into the Wild	Webelos	1	9	\$60.00
Into the Woods	Webelos	3	25	\$195.00
First Responder	Webelos	3	35	\$281.00
Other		0	0	\$0.00
Total		16	158	\$1,289.50



Highlights:

- In February, an E-blast went out to all scout leaders promoting spring programs.
- In November, Environmental Education staff attended the Three Fires Council Boy Scout Training Academy at Marmion Military Academy to promote programs.
- A mass mailing of both Girl Scout and Cub Scout brochures was sent in August to scout leaders who have participated in any scout program in the past two years.
- In December, Boy Scouts of America introduced modifications to the Cub Scout Adventures. All programs were updated to assure alignment of all Cub Scout programs being offered by Lincoln Marsh.
- 152 Lincoln Marsh patches were sold to scouts in 2016 compared to 157 sold in 2015.



Looking Forward:

- Mailings to leaders of scout groups that have previously been to a program will continue.
- Staff should plan on attending the Three Fires Council Training Academy in November 2017, as well as seek out other local scout fairs or events.
- Currently we only offer programs for Cub Scouts up through Webelos (4th and 5th grade), but staff are also creating merit badge programs for older Boy Scouts. Two merit badge programs (Forestry and Water and Soil Conservation) should be ready to roll out in the spring of 2017. Additional merit badges (Nature and Environmental Science) should be available by the end of 2017.
- Environmental Education staff are in the process of becoming certified as Boy Scout Badge Counselors.
- Consider offering a Boy Scout day (with new Merit Badge programs) in the fall.
- Update scout brochure to reflect new merit badge programs when they become available.
- Consider offering a summer special for any scout programs booked June-August. Send an E-blast to leaders in April or May with this offer.
- Efforts are being made to attend more leader meetings for both Cub and Girl Scouts to promote our programs.



Field Trips

Nature Discovery / Outdoor Adventures / Nighttime Nature / Birthday Parties

Month	2015		2016			
	Programs	Participants	Programs	Participants	Cancellations	Can. Rate
January	0	0	0	0	0	-
February	0	0	0	0	0	-
March	0	0	2	41	0	0%
April	11	198	7	134	1	13%
May	34	822	42	907	0	0%
June	2	55	8	141	0	0%
July	4	100	14	254	0	0%
August	1	20	6	126	1	14%
September	4	82	6	119	0	0%
October	31	778	56	1,262	4	7%
November	8	188	18	238	0	0%
December	0	0	1	15	0	0%
Total	95	2,243	160	3,237	6	4%

Financial Summary (6610)

		Budgeted	Actual
FY 2015	Net Revenue	\$6,901.25	\$9,715.93
	% Profit	59%	68%
FY 2016	Revenue	\$11,380.50	\$19,441.25
	Wages	\$5,483.60	\$5,115.87
	Contractual	\$0	\$0
	Supplies	\$1,150.00	\$1,133.57
	Net Revenue	\$4,746.90	\$13,171.81
	% Profit	42%	68%

Percent Change in Net Revenue: +36%

Program Summary:

Nature Discovery programs are held at the Lincoln Marsh Natural Area and provide students with the opportunity to learn about science and nature through hands-on experiences. These programs are requested through the Lincoln Marsh office. There are currently seven different options, as well as custom programs.

Outdoor Adventure programs are held either at Lincoln Marsh or Northside Park. There are currently four different options: Geocaching, Orienteering, Canoeing and Snowshoeing. Often these programs are booked with challenge course programs to either create an outdoor education experience or to fill time during a long challenge course programs.

Nighttime Nature programs have three options: Owl Prowl, Campfire Magic and Nighttime Nature.

Birthday Parties are new this year. Two hour party packages are available with six different themes to choose from.

Analysis:

The chart above references six programs that cancelled. All of these cancellations were due to weather and five of the six programs were able to reschedule to another date. The total number of participants increased significantly (44%) from 2015 to 2016, while the number of programs increased 68%. The biggest reason for the increase is that all of the 5th grade classes in Glen Ellyn School District 89 came to the marsh in October and November for their outdoor education field trip. This 10 hour field trip incorporated nature, outdoor adventure and nighttime nature activities with team building and the climbing wall. As a result there was a large increase in revenue and participation for this account. Another reason for the increase was due to the introduction of the Birthday Party programs. During 2016, 14 birthday parties were scheduled and they accounted for \$1,990.00 of the revenue generated. The actual net revenue of \$13,171.81 exceeded the budgeted net revenue of \$4,746.90 by \$8,424.91. There was a 68% profit in field trips in 2016 because revenue greatly increased over last year. The District 89 outdoor education field trip programs that ran in the fall were responsible for \$5,265.00 of the increase in revenue.

These charts show which specific field trips were presented in 2016.

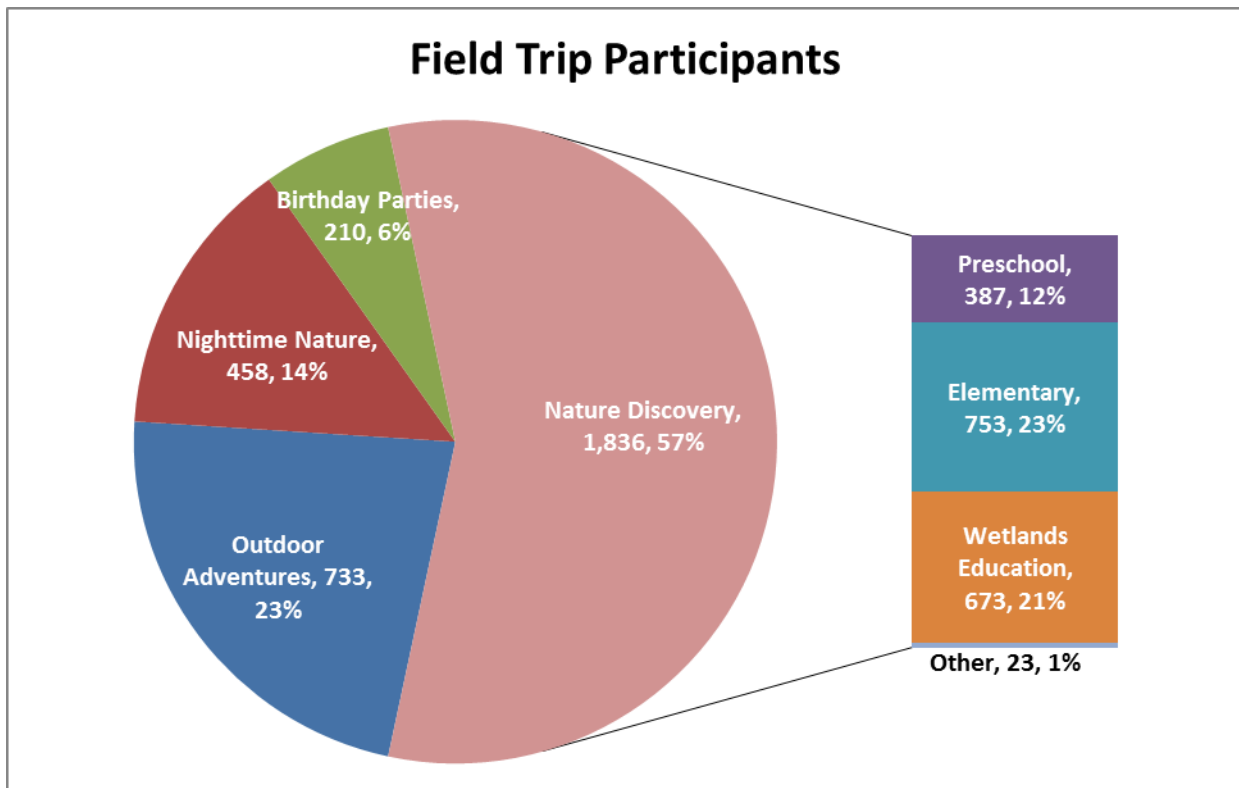
Nature Discovery					
Program Title	Programs			Participants	Total Fees
	Preschool	Elementary	Total		
Terrific Trees!	0	0	0	0	\$0.00
Mouse Walk	15	3	18	305	\$1,112.00
Insectmania	0	7	7	134	\$638.00
Nature's Recyclers	1	2	3	85	\$425.00
Discovery Hike: Seasons	0	0	0	0	\$0.00
Discovery Hike: Birds	0	0	0	0	\$0.00
Discovery Hike: Plants	1	0	1	20	\$100.00
Discovery Hike: Animals	0	0	0	0	\$0.00
Discovery Hike: Senses	0	0	0	0	\$0.00
Wetland Explorations	4	7	11	248	\$1,155.00
Wetlands Education	0	28	28	673	\$4,358.00
Sandburg 1st Grade	0	0	0	0	\$0.00
Sandburg 2nd Grade	0	3	3	57	\$228.00
Other	0	15	15	314	\$2,157.50
Total	21	65	86	1,836	\$10,173.50

Outdoor Adventures			
<i>Program Title</i>	<i>Programs</i>	<i>Participants</i>	<i>Total Fees</i>
Geocaching	9	210	\$1,750.00
Orienteering	14	286	\$2,037.50
Snowshoeing	0	0	\$0.00
Canoeing	14	237	\$1,630.25
Other	0	0	\$0.00
Total	37	733	\$5,417.75

Nighttime Nature			
<i>Program Title</i>	<i>Programs</i>	<i>Participants</i>	<i>Total Fees</i>
Owl Prowl	0	0	\$0.00
Night Hike	10	229	\$790.00
Campfire Magic	12	229	\$1,070.00
Other	0	0	\$0.00
Total	22	458	\$1,860.00

Birthday Parties			
<i>Program Title</i>	<i>Programs</i>	<i>Participants</i>	<i>Total Fees</i>
A Bug's Life	4	60	\$550.00
Flower Children	0	0	\$0.00
Bubbly Birthday Fun	0	0	\$0.00
Wet-n-Wild!	4	60	\$550.00
Kitchen Science	1	15	\$125.00
Treasure Hunt	5	75	\$765.00
Total	14	210	\$1,990.00





Highlights:

- Sandburg Elementary continued an ongoing partnership with Lincoln Marsh. Environmental Education staff visit their school or teachers bring their entire Kindergarten, 1st, 2nd, and 4th grades to Lincoln Marsh to learn about habitats and seasonal changes.
- There were 697 students who participated in the 25th year of the Wetlands Education Program in April and May.
- Wheaton Christian Grammar School continued their annual tradition of bringing out their entire 5th grade class in October to participate in orienteering and a food web activity as well as cook a campfire lunch.
- In October and November, the 5th grade students from all of the Glen Ellyn elementary schools came to the marsh for their Outdoor Education field trip. They identified trees, learned how to use a compass, participated in team building activities, studied how their senses were affected by the night and sang songs around a camp fire.
- Environmental Education staff led 10 requested canoe programs for a total of 236 participants.
- All of the Wheaton Park District Wide Horizons preschool classes came out to the marsh for Mouse Walk programs.

- Environmental Education staff created a birthday party brochure with party packages and themes in December of 2015. This brochure was distributed and advertised throughout the park district. 14 birthday party programs were booked in 2016.
- Created a birthday party add-on option that can be added to any outdoor adventure or nighttime nature program.

Looking Forward:

- Marketing to past participants will continue as well as E-blasts to perspective future participants. Include all outdoor recreation opportunities in these efforts.
- Market summer field trips to other park districts, child care centers and YMCA day camp coordinators.
- Contact groups/schools who came in 2015 but not in 2016 and invite them back.
- Work in conjunction with the new Wheaton Park District Preschool and Camp Manager to offer additional environmental education opportunities to the Wide Horizons Preschool.
- Update all of the Lincoln Marsh field trips to align with the Next Generation Science Standards (NGSS).
- Promote outdoor adventure programs to schools and groups with older students.



Outreach Programs

Month	2015		2016			
	Programs	Participants	Programs	Participants	Cancellations	Can. Rate
January	13	345	19	479	0	0%
February	13	323	2	49	0	0%
March	7	180	2	29	0	0%
April	4	74	3	53	1	25%
May	0	0	3	48	0	0%
June	12	284	8	130	1	11%
July	18	455	12	221	0	0%
August	8	169	9	144	0	0%
September	2	45	1	6	0	0%
October	5	70	1	13	0	0%
November	7	115	1	20	1	50%
December	1	11	5	126	0	0%
Total	90	2,071	66	1,318	3	4%

Financial Summary (6640)

		Budgeted	Actual
FY 2015	Net Revenue	\$2,908.00	\$5,521.60
	% Profit	57%	71%
FY 2016	Revenue	\$8,800.00	\$5,438.00
	Wages	\$3,344.00	\$1,190.05
	Contractual	\$0	\$0
	Supplies	\$1,402.00	\$703.47
	Net Revenue	\$4,054.00	\$3,544.48
	% Profit	46%	65%

Percent Change in Net Revenue: -36%

Program Summary:

In the requested “Nature in your Classroom” programs, educators bring a little nature to the classroom for an enjoyable lesson, which allows students to learn through first-hand observations. Outreach programs also provide students with an opportunity to experience an environmental education program at their school, something they may not usually be able to experience. Six different outreach programs are available.

Analysis:

The total number of outreach programs and participants decreased in 2016 in comparison to 2015 with a 36% decrease in net revenue. The 2016 actual net revenue of \$3,541.48 missed the budgeted net revenue by \$512.52, or 13%. Some of this decrease can be attributed to not presenting as many outreach programs to Wheaton Park District summer camps. And since summer camps can be fairly large, the loss of these programs can greatly reduce the number of participants overall. Fewer programs were

also requested during the winter months as well. A couple of programs cancelled because of scheduling conflicts with the schools that requested them.

There was a 65% profit for a couple of reasons this year. First, several of the programs were scheduled back to back. These programs require fewer wages because staff is only driving to and from a program once. Wages also decreased because not as many programs overall were presented. Also, a majority of the programs scheduled were to non-resident schools. These schools pay a higher price and often travel fees. Finally, outreach programs do not require a lot in the way of consumable supplies and once they are purchased, they can be reused for a long time. The supply budget also included veterinary visits and food for the Prairie King Snake. But, due to the loss of our snake, these funds were not used.

This chart shows which specific outreach programs were presented in 2016.

Nature in Your Classroom (Outreach)					
Program Title	Programs			Participants	Total Fees
	Preschool	Elementary	Total		
The Unhuggables	4	0	4	70	\$450.00
Winter Adaptations	12	3	15	390	\$1,218.00
Insect Investigations	3	0	3	80	\$365.00
Marsh Mysteries	3	3	6	127	\$470.00
Who's The Wise Bird?	3	3	6	127	\$590.00
Those Amazing Animals	4	3	7	140	\$815.00
Sandburg 2nd Grade	0	3	3	73	\$255.00
Nature-Telling	7	0	7	83	\$240.00
Camp IDK Custom	0	9	9	108	\$405.00
Other	6	0	6	120	\$630.00
Total	42	24	66	1,318	\$5,438.00



Highlights:

- This year Jefferson Preschool in Wheaton scheduled eight Winter Adaptations programs for their classes. These classes included several special needs children and it was good to see how programs could be adapted to suit the needs of these students.
- The Environmental Education supervisor attended several workshops regarding aligning programs to the Next Generation Science Standards which were adopted by Wheaton Schools in the 2016-17 school year.
- A new “Schools & Groups” brochure was created and includes all current outreach programs and options.
- Seven Nature Telling story time programs were offered to the Children’s Department of the Warrenville Public Library.

Looking Forward:

- Marketing to past participants will continue as well as E-blasts to perspective future participants.
- Environmental Education staff should work with the Lincoln Marsh administrative staff and park district marketing department to brainstorm new ideas to further promote outreach programs.
- Continue to assess and align our programs to help teachers meet the new Common Core and Next Generation Science Standards.
- Continue to offer special pricing to other WPD facilities and camps.
- Work in conjunction with the Wheaton Park District Preschool Manager to offer seasonal outreach opportunities to Wide Horizons Preschool.
- Contact the Explore More Days coordinators to offer programs and promote camps.



Brochure Programs

Month	2015		2016			
	Programs	Participants	Programs	Participants	Cancellations	Can. Rate
January	11	73	16	98	7	30%
February	12	81	18	129	3	14%
March	14	125	18	155	2	10%
April	20	178	21	164	10	32%
May	19	253	20	270	4	17%
June	10	98	10	96	4	29%
July	11	138	9	101	6	40%
August	10	123	10	146	2	17%
September	20	152	21	140	8	28%
October	21	173	16	136	7	30%
November	16	128	14	108	2	13%
December	11	86	11	78	0	0%
Total	175	1,608	184	1,621	55	23%

Financial Summary (6612)

		Budgeted	Actual
FY 2015	Net Revenue	\$2,778.08	\$5,412.98
	% Profit	37.24%	53%
FY 2016	Revenue	\$12,884.75	\$10,481.78
	Wages	\$5,849.25	4,602.63
	Contractual	\$1,344.00	\$360.00
	Supplies	\$700.00	\$633.40
	Net Revenue	4,991.50	4,885.75
	% Profit	39%	47%

Percent Change in Net Revenue: -10%

Program Summary:

These programs are offered through the quarterly Wheaton Park District program brochures. Each season different topics are offered. In 2016, the following types of programs were offered: Nature Play Days and Twilight Toddlers for children ages 18 months to 3 years with parent; Nature-Telling for children 2-5 years with parent (held at the Wheaton Public Library); Nature Tots and Tales & Trails for children ages 3-5 with parent; Kids-n-Critters and Kids sleuths for children ages 4-6; Junior Naturalists for children ages 6-11; Family, Adult and Adventure Programs.

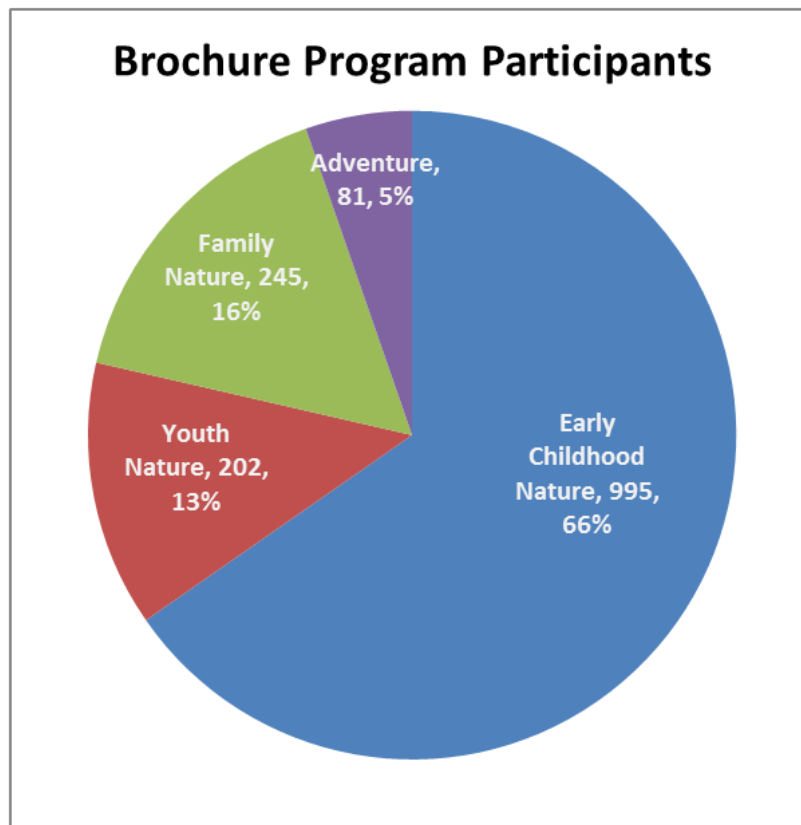
Analysis:

Both the total number of programs and the total number of participants slightly increased in 2016 compared to 2015. The 2016 actual net revenue of \$4,885.75 missed meeting the budgeted net revenue by only \$105.75. Some of the decrease may be due to changes made in some of the nature series. Starting with the fall season, the decision was made for Kids-n-Critters and Kid Sleuths to become series only classes. The idea

was to encourage continuity and skill building by having the same kids in class for the entire seven week series. Unfortunately, the series only option prevented kids from signing up for just an individual class and when these series cancelled due to low enrollment, the revenue was lost. Kid Sleuths was a new program but Kids-n-Critters class was budgeted to be a weekly class and not just a series. Another reason for the decrease may be that this is the first full year that the outdoor adventure programs have been included under environmental education and more programs were budgeted this year without a plan in place to properly market them to the correct audiences. Since these programs generate more revenue than other environmental education programs, cancellations affect the bottom line more readily.



Analysis of brochure programs has shown that depending on the materials needed for each program, the minimum number of participants required to run each program may be reduced. This led to fewer program cancellations this year due to low enrollment.



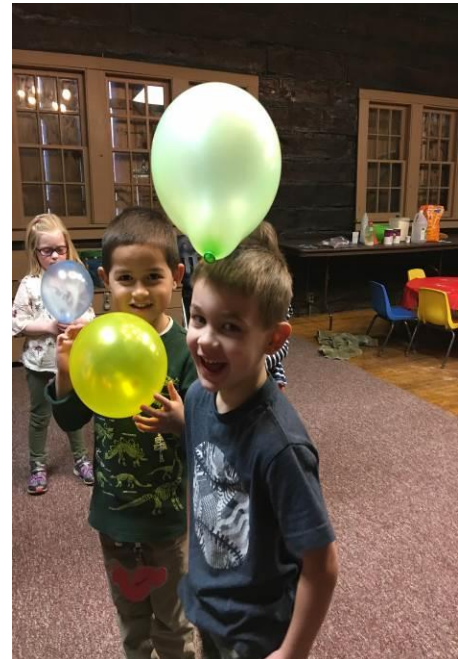
This chart shows which specific types of brochure programs were presented in 2016.

WPD Brochure Programs						
Program Type	Programs	Participants				Total Fees
		R	NR	Co-op	Total	
Nature Buddies	2	22	4	0	26	\$0.00
Nature Play Days	22	112	18	35	165	\$1,144.08
Nature-Telling (WPL)	12	171	0	0	171	\$0.00
Nature Tots	70	407	87	0	494	\$3,515.00
Tales and Trails	1	2	2	0	4	\$34.00
Kids N Critters	19	117	18	0	135	\$984.50
Junior Naturalists	33	186	16	0	202	\$1,422.00
Family Nature Programs (60 min)	6	84	16	16	116	\$456.90
Family Nature Programs (90 min)	1	10	1	2	13	\$128.50
Craft Programs	2	8	9	0	17	\$192.50
Campfire Nature Programs	6	63	13	23	99	\$877.95
Adult Nature Programs	1	15	1	0	16	\$146.25
Geocaching	1	1	0	4	5	\$33.60
Holiday Geocaching	1	14	6	0	20	\$215.00
Orienteering	0	0	0	0	0	\$0.00
Navigation Series	0	0	0	0	0	\$0.00
Family Canoeing	1	10	3	0	13	\$137.50
Night Canoeing	2	17	5	2	24	\$248.50
Open Canoeing	1	5	0	5	10	\$108.00
Canoeing Series	0	0	0	0	0	\$0.00
Snowshoeing	0	0	0	0	0	\$0.00
Night Snowshoeing	0	0	0	0	0	\$0.00
Archery (45 min)	1	9	0	0	9	\$540.00
Archery (60 min)	0	0	0	0	0	\$0.00
Other	2	66	16	0	82	\$297.50
Total	184	1,319	215	87	1,621	\$10,481.78



Highlights:

- All Lincoln Marsh brochure programs support the Chicago Wilderness: Leave No Child Inside initiative with the goal of “improving children’s health and fostering generations of children who care enough about nature to protect it.”
- Lincoln Marsh partners with the Wheaton Public Library to offer a monthly program called Nature Telling at the library which features storytelling and a craft about a topic in nature. In 2016 Nature Telling was presented to 172 children ages 2-5 along with their parent or caregiver.
- During the fall, a new Twilight Toddlers program was offered in the early evenings for working parents.
- In August, the Environmental Education division partnered with the Recreation Department to offer a Father/Son picnic at Northside Park.
- The co-operative partnership continued with the Carol Stream Park District. Several family programs and nature program series were offered each season with Lincoln Marsh receiving 80% of the revenue generated. Five percent of the total brochure program participants came from the Carol Stream Park District in 2016.
- Two free programs were offered for the Week of the Young Child; a Sensory Hike and a Wetland Explorations program. A total of 57 people attended these programs.
- An adult only Owl Prowl program ran in December with 16 participants.
- Archery series returned this fall with two classes being offered at Toohey Park. This program was contracted with Sport Kids Inc.



Looking Forward:

- Programs will continue to be offered for each age group with a variety of program options and themes to choose from.
- Environmental Education staff should work with Lincoln Marsh administrative staff and park district marketing department to brainstorm new ideas to further promote brochure programs.
- Contact other local park districts to see if we can co-op programs with them as we do Carol Stream.
- Continue to attend WPD events to market Lincoln Marsh programs.
- Consider finding new ways to market adult & fishing programs.
- Continue to find new marketing events to attend on behalf of the marsh.

Nature Camps

Month	2015		2016			
	Programs	Participants	Programs	Participants	Cancellations	Can. Rate
January	0	0	0	0	0	-
February	0	0	0	0	0	-
March	0	0	1	15	0	0%
April	0	0	0	0	0	-
May	0	0	0	0	0	-
June	11	113	10	104	1	9%
July	7	70	8	90	3	27%
August	3	25	5	50	1	17%
September	0	0	0	0	0	-
October	0	0	0	0	0	-
November	0	0	1	12	0	0%
December	0	0	0	0	0	-
Total	21	208	25	271	5	17%

Financial Summary (6628)

		Budgeted	Actual
FY 2015	Net Revenue	\$6,320.54	\$8,729.64
	% Profit	34%	48%
FY 2016	Revenue	\$21,932.50	\$22,889.75
	Wages	\$12,635.76	\$10,047.33
	Contractual	\$240.00	\$54.00
	Supplies	\$1,497.75	\$1,522.74
	Net Revenue	\$7,558.99	\$11,265.68
	% Profit	34%	49%

Percent Change in Net Revenue: +29%

Program Summary:

School's Out Camps are held at the Girl Scout Cabin and include camps that are taught during spring and Thanksgiving breaks. Spring Adventure Camp allows children to experience different adventures which could include canoeing, games and fishing. During the week of Thanksgiving, children attending the Harvest Happenings camp learn how early settlers and Native Americans lived.

Knee High Nature Camp is a three day parent/ child camp for children ages 18 mos. – 3. This 90 minute camp meets at the east entrance of the Lincoln Marsh. Each day explores a different theme: plants, animals, and habitats.

Little Explorers Camp is a two day camp for independent 3 - 4 year olds. This two hour camp explores different themes each session with two sessions running in 2016. Maximum enrollment for this camp is 10 campers.

Critter Camp is a one week, three hour a day camp for children ages 4-6 with a maximum enrollment of 16 participants. In 2016 mini-camps were also offered; these camps were three days. In 2016, there were the following different themes to choose from:

- Animal Antics
- Bug Out!
- Habitat Shuffle
- Woodland Adventures
- Nature Play
- Nature's Friends (Mini-camp)
- Dino Days (Mini-camp)
- Paws & Claws (Mini-camp)
- Birds, Bats & Bugs (Mini-camp)
- Art in Nature (Mini-camp)

Curiosity Camp is a one week, three hour a day camp for children ages 6-9 with a maximum enrollment of 16 participants. Each session of camp is taught once during the summer camp season. In 2016 three mini-camps were offered; these camps were three days each. In 2016 there were a total of nine different themes to choose from:

- Animal Lovers
- Nature Sleuths
- Bug-ology
- Jurassic Giants
- Wetland Explorers
- Bird Brains (Mini-camp)
- Nature Surprise (Mini-camp)
- Grow Up Green (Mini-camp)
- Indian Summer (Mini-camp)

Camp Wild Explorers is a one week, six hour a day camp for children ages 9-12 with a maximum enrollment of 10 participants. This camp is held at the Boy Scout Cabin at Northside Park. In 2016 there were three different themes to choose from:

- Mad Science
- Outdoor Adventure
- Survivor

Fishing Fever is a two day, three hour a day camp for children ages 8-14 and is designed to teach young anglers the basics of safe fishing. The maximum enrollment is 10 children. There were two sessions offered in 2016. This mini-camp was offered at two different locations (Northside Park and Rathje Park) in hopes that campers would sign up for both sessions.



Analysis:

The total number of summer camps increased by 19% with the total number of participants increasing by 30% in 2016 compared to 2015. The actual net revenue of \$11,265.68 was up 49% from the 2016 budgeted net revenue and also 29% more than the actual net revenue for 2015. Some of this increase can be attributed to a 5% fee increase in 2016 for all Critter and Curiosity Camps. Wages were lower than budgeted because some of the camps only required one staff to run. Therefore, money that would have been used to cover wages for those camps was not paid. Contractual monies are earmarked to pay for archery for campers attending Camp Wild Explorers. Only one camp attended archery this summer and that is why the actual money is lower than what was budgeted. So since expenses were lower than budgeted, this allowed there to be a 49% profit. The supply budget was exceeded slightly to replace some worn out life jackets that are used by all Wheaton Park District camps at Northside Park.

School's Out Camps

Spring Break Adventure camp did really well with a total of 16 campers and Harvest Happenings Camp ran with 12. Both camps meet from 9-3:30 which is the same time school would take place. I think this is a benefit for parents looking to fill some childcare needs during school breaks.

Knee High Nature Camp

This camp should be heavily marketed to parents who attend Nature Play Days and Nature Telling. Both of these classes have kids in this age range. A second session of this camp could even be offered once kids are back in school and before the fall classes begin. In 2016, seven toddlers with their caregivers attended this camp.

Little Explorers

Both sessions of the Little Explorers camp ran this summer and parents liked having a day camp option for younger kids. Safety City is the only other Wheaton Park District option for kids this age. In 2017, three sessions will be offered with a different theme each session.



Critter Camp

All Critter Camps that were offered this summer ran. This meant a total of ten camps with a total of 131 campers. The average number of campers per session was 13.

Curiosity Camp

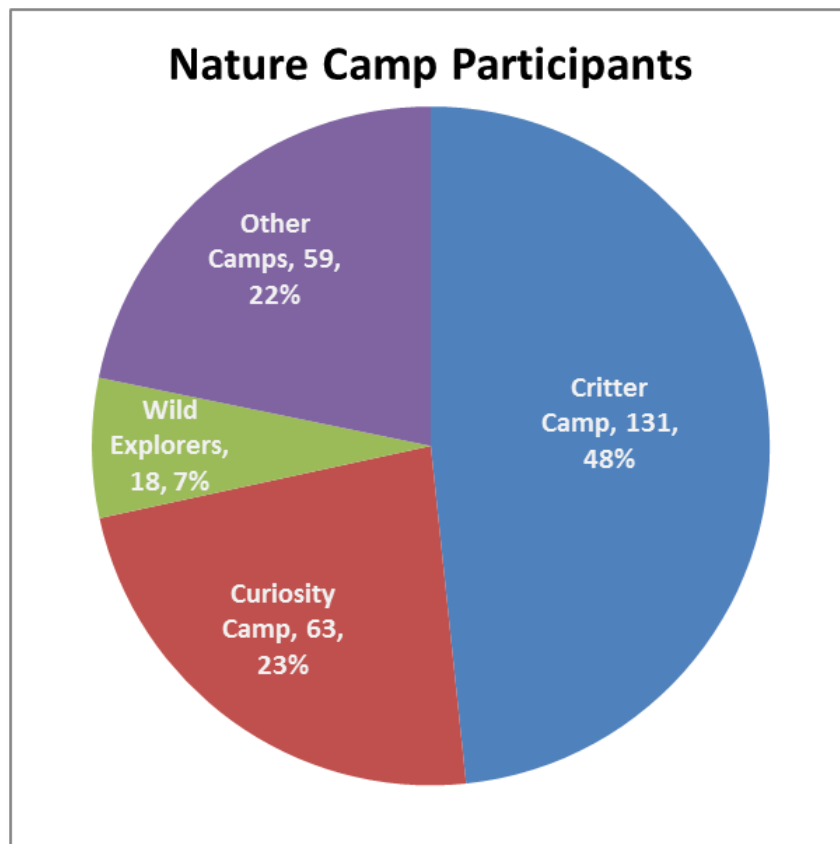
Nine Curiosity Camps were offered this summer and seven camps ran. A total of 63 campers attended and the average number of campers per session was nine. The two camps that cancelled due to low enrollment were Bugology and Nature Surprise Minicamp.

Camp Wild Explorers

Two of the three sessions of camp ran this summer. Staging this camp at the Boy Scout Cabin is very helpful; it allows for shelter if needed and it has a sink and bathroom for campers to clean up after activities and before lunch. Each camp had 9 campers this year.

Fishing Fever Camp

Two Fishing Fever camps were offered in 2016, with two locations for campers to fish. Unfortunately, only one Fishing Fever camp ran in 2016, the other camp cancelled due to low enrollment.



These charts show which specific sessions of camp were presented in 2016.

Critter Camp			
<i>Program Title</i>	<i>Programs</i>	<i>Participants</i>	<i>Fees</i>
Animal Antics	1	14	\$1,522.00
Habitat Shuffle	1	12	\$1,260.00
Bug Out!	1	20	\$2,204.00
Woodland Adventures	1	6	\$656.00
Nature Play	1	11	\$1,233.00
Nature's Friends Minicamp	1	13	\$850.50
Paws & Claws Minicamp	1	7	\$472.50
Dino Days Minicamp	1	21	\$1,202.25
The Art in Nature Minicamp	1	13	\$882.00
Birds, Bats & Bugs Minicamp	1	14	\$929.25
Total	10	131	\$11,211.50

Curiosity Camp			
<i>Program Title</i>	<i># Programs</i>	<i># Participants</i>	<i>Total Fees</i>
Wetland Explorers	1	12	\$1,260.00
Animal Lovers	1	13	\$1,417.00
Jurassic Giants	1	11	\$1,181.00
Bugology	0	0	\$0.00
Nature Sleuths	1	8	\$892.00
Bird Brains Minicamp	1	7	\$472.50
Indian Summer Minicamp	1	6	\$378.00
Grow Up Green Minicamp	1	6	\$378.00
Nature Surprise Minicamp	0	0	\$0.00
Other	0	0	\$0.00
Total	7	63	\$5,978.50

Wild Explorers			
<i>Program Title</i>	<i># Programs</i>	<i># Participants</i>	<i>Total Fees</i>
Mad Science	1	9	\$1,215.00
Survivor	0	0	\$0.00
Outdoor Adventure	1	9	\$1,215.00
Other	0	0	\$0.00
Total	2	18	\$2,430.00

Other Camps			
<i>Program Title</i>	<i># Programs</i>	<i># Participants</i>	<i>Total Fees</i>
Knee High Nature Camp	1	7	\$210.00
Little Explorers Camp	2	19	\$481.00
Fishing Fever	1	6	\$287.50
Spring Break Camp	1	15	\$1,495.00
Thanksgiving Break Camp	1	12	\$796.25
Other	0	0	\$0.00
Total	6	59	\$3,269.75

Highlights:

- Four mini-camp sessions were offered in 2016 for both Curiosity Camp and Critter Camp.
- All camps celebrated International Mud Day in June.
- Lincoln Marsh staff facilitated a Lincoln Marsh Camp Play Day during spring break at the Wheaton Public Library. This is a free drop in program during spring break where summer camps are heavily marketed.
- Revenue from School's Out Camp programs is now included in this budget.
- New for 2016:
 - Curiosity Camp and Critter Camp had camps that alternated between week long sessions and mini-camps (3 days long)
 - Critter Camp no longer had repeating themes during the summer. New themes for both week long and mini-camps were introduced this year.
 - A new level of camp was introduced. The Little Explorers camp was offered twice during the summer. This two day camp was for independent 3-4 year olds and ran for two hours each day.
 - Northside Nature Camp joined the Wild Explorers camp rotation. Its new name was Northside Adventure Camp and was targeted to kids ages 9-12.



Looking Forward:

- Current marketing efforts will continue and new marketing efforts will be considered in order to further increase enrollment.
 - One possibility would be to market heavily to past camp and brochure program participants and to do an E-blast or mass email from Rec Trac.
 - The Lincoln Marsh camp brochure will be sent to all camp families from the past two or possibly even three years.
- Consider creating a two (or even three year) camp theme rotation similar to the rotation for youth nature discovery brochure programs. This would be something to potentially work towards over several years.
- To increase enrollment, find a way to rebrand the Fishing camps by either changing the outlines or introducing new activities to the programs.
- Due to algal blooms at other parks, all fishing camps will be run at Northside Park.
- Due to its popularity, Dino Days will be offered as both a mini-camp and a week-long camp.

Discover! Packs (no revenue generated)

Backpack Theme	2015 Circulation	2016 Circulation
Backyard Nature (2 packs)	11	20
Birds (2 packs)	16	16
Insects (2 packs)	8	18
Lincoln Marsh Habitats (2 packs)	6	8
Senses (2 packs)	15	18
Trees/Plants (2 packs)	13	15
Winter Wonders (2 packs)	6	12
Total Circulation	75	107

Percent change in circulation: +43%

Program Summary:

The Discover! Pack program is a cooperative effort between the Wheaton Park District and the Wheaton Public Library. This program was made possible by a generous grant from the Alcoa Foundation. The backpacks are filled with self-guided activities and discovery tools that will help families explore the “wild side” of Wheaton. The Discover! Packs made their debut in June of 2005 and are housed at the Wheaton Public Library. The following themes are available for checkout:

- Backyard Nature
- Habitats at Lincoln Marsh
- Senses
- Winter Wonders
- Birds
- Insects
- Trees/Plants

Analysis:

Although this program does not generate revenue it does offer the community a free resource to explore nature and provide awareness about Lincoln Marsh Natural Area. In 2016, there was an increase in the amount of backpacks that were checked out. A third set of backpacks is available for program participants to check out from the Lincoln Marsh office. Four of the Lincoln Marsh packs were checked out by participants.

Looking Forward:

- The Discover! Packs could be promoted to students attending the Wetlands Education and Nature-Telling programs as well as at any applicable special events Lincoln Marsh attends in an attempt to increase their circulation.
- Create a flyer regarding the backpacks or include information in take home flyers.
- The flyer at the library needs to be updated to refresh the display.
- Consider marketing the packs in the monthly Wheaton Park District E-blast during months when programs are slow.

Provided below is a summary of the goals and accomplishments for 2016.

Integrity

- Updated Environmental Education Supervisor's Procedure Manual to reflect current procedures and policies.

Fun

- Created and established a new special event by working with the recreation department to create a Father/Son picnic program. Also created new programs for the Lincoln Marsh by expanding Field trip offerings to include Birthday Party packages.

Adaptability & Growth

- Continued to develop as Environmental Education Supervisor by attending relevant Chicago Wilderness and Morton Arboretum workshops. These workshops included Nature Play Workshops at the Chicago Botanical Garden, becoming certified in the Project Wet, Project Wild and Project Aquatic Wild Curriculums and attending classes for the Naturalist Certificate at the Morton Arboretum.
- Provided opportunity for environmental education staff to attend the Project Wet Curriculum.
- Increased marketing efforts in order to create awareness and boost revenue by representing the Lincoln Marsh at five new marketing events in 2016.



Commitment

- Became more aware and involved in the overall operation of the park district by attending Wheaton Park District board meetings and volunteering to join the holiday committee as well as the Board, Partnership and Community Engagement Team.
- Increased my depth of knowledge and understanding of the Illinois Parks and Recreation Association by attending the annual IPRA Conference and the American Camp Association Mid-states Conference.

Kindness

- Provided time for environmental education staff to refine their programs and skills by observing the Environmental Education supervisor as she presented a program.
- Celebrated the 25th year of the Wetlands Education program by providing water bottles to all students attending this year and giving the school that won the Cattail waste free lunch award reusable sandwich containers.

Service

- Observed staff on program presentation and skills at minimum four times per year. Gave staff tips to help better improve their programs, delivery style, and group management.

Highlighted below are the 2017 goals for the Environmental Education division all categorized by the Wheaton Park District values.

Integrity

- Meet with staff on program presentation to ensure that all staff are presenting consistent material for Outreach and Field Trip programs.
- Have Environmental Education staff review program outlines against the brochure descriptions to guarantee that everything published is covered in programs.
- Follow up with any negative evaluations immediately and do what is needed to make patrons happy. Coach Staff on ways to improve programs.

Fun

- Create new programs for the Lincoln Marsh.
- Create a Lincoln Marsh Activities Book for families to be handed out at marketing events.
- Create a permanent orienteering course at Lincoln Marsh.

Adaptability & Growth

- Work with the Lincoln Marsh program manager and marketing department to increase the social media presence of the Lincoln Marsh and develop a Facebook marketing plan.
- Increase marketing efforts in order to create awareness and boost revenue.
- Create 360 degree virtual tours on the website of the shelter, climbing tower and high ropes course to allow potential patrons a chance to see what is at Lincoln Marsh.
- Contact Carol Stream and Winfield Libraries to expand Nature Telling program.

Commitment

- Become more aware and involved in the overall operation of the park district by continuing the year two goals for the Community Engagement team.
- Increase my depth of knowledge and understanding of the Illinois Parks and Recreation Association by researching membership benefits.

Kindness

- Apply for at least one grant to purchase new equipment for canoe programs.
- Provide staff with opportunities for professional development.

Service

- Observe staff on program presentation and skills at minimum four times per year.
- Keep up on learning standards and trends in Early Childhood education to improve what we currently off to school groups.
- Transition all Outreach and Field Trip Programs from Illinois State Learning Standards to the Next Generation Science Standards (NGSS).